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USPTO Fax: 571-273-8300

RE: Reply to Office Action mailed March 7, 2006

Patent Application No. 10/662,998

Filing Date: September 16, 2003

Title: METHOD FOR IMPROVING A WEB SITE'S RANKING
WITH SEARCH ENGINES

Inventor: Derek Murashige, et al

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Submission Content:

- Facsimile Transmittal Cover Sheet – 1 page
- Reply – 14 pages

Total pages: 1+14

Total Fees: \$0

Submitted By: /Stewart J. Womack/ Reg.#45,230

Date Submitted: 05/15/2006

Signature: /Stewart J. Womack/ Reg. #45,230

Stewart J. Womack

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor: Derek Murashige / Docket #: 0009
Application No.: 10/662,998 / Examiner: Chelcie Daye
Filing Date: September 16, 2003 / Art Unit: 2161
Title: **METHOD FOR IMPROVING A WEB SITE'S RANKING WITH
SEARCH ENGINES**

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REPLY

Dear examiner:

In response to the Office Action mailed March 7, 2006 (hereafter OA), please amend the above-identified application and consider the following remarks:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 6 of this paper.